Poster Abstracts
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Capturing the Big D$: Dollars and Data

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www.mclibrary.duke.edu/about/presentations.html

During these tight fiscal times, many institutions are challenging the dollars in library budgets. As a result, libraries are faced with generating data that supports current and future funding. Unfortunately, new electronic services and easier authentication systems have made it more difficult for academic health centers to track use of resources. Gates counts, disparate e-resource figures, and circulation statistics do not reflect the use of electronic resources, which have become a large portion of today's library budget and services. When the Library was asked to justify its funding from the hospital, it was faced with the need to quickly generate data that reflected who was using the resources and for what purpose. The Library decided to use Web survey technology to reach its clientele and compile results. The next critical step was the design of the survey instrument, since questions had to produce the relevant data: who, why, what, and when. The survey also had to be brief enough that patrons would take the time to complete it. By clever marketing, the Library generated an overwhelming response rate of more than 2,600 replies in less than two weeks. The survey generated data that supported the Library's argument that the hospital's current level of funding should be retained. The poster describes the survey process, how the Library generated its strong response rate, and the actual survey results.

PDAs: Destination Librarian - What's In It For Us?

Beverly Murphy, Assistant Director, Marketing and Publications, and **Marlyse Hickman MacDonald**, Information Services Librarian, Duke University Medical Center Library, Durham, NC
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When personal digital assistants (PDAs) first burst onto the scene in the early nineties, these hand-held, usually pen-based computers were mainly used for time management. In recent years, much attention has been devoted to their use in clinical settings, at the point of care, and educating users about how information can be accessed. Because of their size, portability, and ability to synchronize with the desktop PC, PDAs are ideal for managing time, accessing knowledge tools, reading documents, generating content, storing files, and monitoring expenses. This poster will explore how librarians can integrate the use of PDA technology into their work environments to make more efficient use of their time and resources.

Capitolizing on Our Consortial Legacy-The Triangle Research Libraries Network

Virginia Carden, Public Services Librarian, Duke University Medical Center Library, Durham, NC, and **Melanie Norton**, Document Delivery Librarian, UNC-Chapel Hill Health Sciences Library, Chapel Hill, NC

The Triangle Research Libraries Network (TRLN) is a cooperative endeavor between Duke University, North Carolina Central University, North Carolina State University and the University of North Carolina at Chapel Hill. The consortium dates back to1933. Traditionally, all four universities have lent and borrowed materials to each other, but it was not until 1999 that all agreed to develop an Interlibrary Loan/Document Delivery expedited service. Delivery of books and articles is filled within a 2-day time frame. Rapid, reliable interlibrary service enhances the ability of TRLN's users to take advantage of all four libraries' collections. Faster service means putting a greater number of our users in touch with the materials needed. This poster will examine the history of the TRLN resource sharing initiatives.

"Capitolizing" on Evidence-Based Medicine (EBM) Expertise to Create a North Carolina EBM Education Center of Excellence

Sue Stigleman and **Linda Turner**, Mountain AHEC, **Connie Schardt**, Duke University **Janine Tillett**, Wake Forest University, **Karen Crowell**, **Bob Ladd** and **Jill Mayer**, UNC-Chapel Hill

North Carolina academic and AHEC librarians who teach formal EBM programs formed a team to create this virtual EBM Education Center of Excellence in 2000. The Center was based on the concept of "Centers of Excellence" outlined in the NC AHEC Library & Information Services Network 2001-2005 work plan.

This collection of evidence-based medicine (EBM) resources is intended for faculty, librarians, students and health care professionals interested in learning about EBM. A goal identified by the team is to make this site your preferred entry point when you wish to see what is new in EBM, learn EBM, teach EBM, find current EBM research, or find important EBM resources.

Each member of the team is responsible for the content of a section and Bob Ladd provides Web design. Members provide quarterly content updates.

This EBM site is one of many other information resources and centers of excellence that can be linked to from the NC AHEC Digital Library (http://library.ncahec.net/).

This poster will present an overview of the EBM Education site and discuss the challenges involved in its creation and maintenance. We will illustrate the tasks involved in a teamwork approach to creating an online educational site, including acquiring and integrating content, interface design, project coordination, and maintenance.

Evidence-Based Medicine Education Center of Excellence
[http://www.hsl.unc.edu/ahec/ebmcoe/pages/index.htm]

The Librarian Is In: The Virtual Reference Experience At The Health Sciences Library

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www.hsc.wvu.edu/library/posters/list.htm

The West Virginia University Libraries, Morgantown, WV, are implementing an online reference service with the Health Sciences Library as the site for its pilot project. The poster will show how the use of an Internet chat room can quickly meet the health information needs of the public. It will also demonstrate how answers in real-time are another dynamic method by which librarians can effectively communicate with the user. The poster will cover the software chosen, staffing/scheduling issues, and marketing the service.

Web-based News Application Facilitates Marketing of Library Services

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The network delivery of the Welch Library's collection and services has made it possible for Hopkins users to work from their clinics, offices, home and while they travel. As a consequence, fewer patrons come to the Library, and new strategies are required to communicate effectively with users. As one of a number of strategies to market the Library's services to a user population of 15,000, the communication services staff partnered with a programming analyst from the Library's technology group to develop a web-based news application. The application, built with ColdFusion, creates dynamically generated, database-driven web pages that extract timely news information for display on the Library's internet and intranet sites, and sends email to campus news outlets. Email functions of the application are programmed with contact addresses of four Hopkins news publications, broadcast email services of the Schools of Nursing, Medicine and Public Health, and contacts at other campus libraries. These targets can be modified as needed. The application makes it easy to tailor announcements and to quickly reach an audience appropriate to the news topic. An average of two news stories each week are posted to the Library's public internet and internal intranet sites, and transmitted by email to other news outlets. It has proven to be an efficient, effective, and flexible marketing and communication tool. This poster presentation will describe details of the technology behind the application, its impact on community exposure through specific media, and on library event attendance.

Rediscovering Document Delivery and Interlibrary Loan Workflow

Richard A. Peterson, AHIP, Deputy Director, **Eric Albright**, AHIP, Assistant Director, Information Services, **Virginia Carden**, AHIP, Librarian, Public Services
Artura D. Goods, Library Associate, **Rodney Hunter**, Senior Library Assistant
Beverly Murphy, AHIP, Assistant Director, Marketing and Publications, and **Vanessa Sellars**, Administrative Coordinator, Duke University Medical Center Library, Durham, NC

The poster describes the departmental workflow-analysis process and the subsequent changes that were implemented. Data was collected using flow charts, time studies, hands on experience or observation, literature reviews and surveys. A task force was formed that included representatives of the Document Delivery/ILL, Administration, and Public Services Departments.

This project was designed to comprehensively address longstanding issues in the Document Delivery and ILL Department, including the labor- and paper-intensive nature of the work, personnel and morale issues, and lack of clearly defined responsibilities. The project was broken

down into the following components: data collection of our internal operation, investigation of workflow patterns at other sites, analysis of findings, design and implementation of revised workflow, and revised documentation of the departmental procedures, position descriptions, and performance standards.

The analysis of the flow charts indicated that the lower volume component of the service, document delivery and borrowing had significantly more complicated processes due to the greater number of decision points than the higher volume but less complicated lending service. Additional analysis identified areas that were the most labor intensive and unnecessarily paper-based, including record keeping, tracking of requests, accounting, and statistics. Time studies were conducted over the period of four weeks to calculate the processing time for all areas of the workflow. Based on this data, we were able to reallocate staff and percentages of time spent on their job duties. The surveys along with direct observation provided additional insight into problem workflow areas. Lastly, the use of multiple nonintegrated automated systems was eliminated by implementation of a comprehensive document delivery/interlibrary loan (ILL) management program and utilization of all its functions.

Administrative support, input from various levels, objective analysis of data, and creative problem solving worked together to successfully address numerous issues with the document delivery/ILL operation.

Informatics Instruction: Customized Information Retrieval for Residents

Sharon Easterby-Gannett, Medical/Systems Librarian, and **Ellen Justice**, Medical Reference Librarian, Christiana Care Health System, Newark, DE

This project was designed to assess the informatics skills of the third year residents in order to customize search training. This information is needed so that the third year residents, as Teaching Residents (TRs), can teach their colleagues the clinical topics, which arise during Medical Morning Report and other clinical interactions.

Each third-year Internal Medicine resident is required to serve as TR for a four-week block. The TRs present information to their colleagues in response to clinical questions arising throughout the block. The residents meet with medical librarians to learn searching techniques in the Medical Library's electronic databases and receive guidance on: database selection, locating full-text articles/chapters in e-books, and searching for evidence-based studies. The Librarians attend Medical Morning Report two days per week and meet with TRs on those days to discuss search strategies and techniques.

Pre-assessment of informatics skills of TRs is done to discover database and technology familiarity and customize literature search training. Pre-assessment and post-assessment is done using a Lickert scale questionnaire to ascertain the residents' own perceptions of their searching skills. An initial search is given to the TR during first week of the block to help determine the baseline searching skill of each individual. This allows the Librarians to customize their informatics instruction to the individual's information searching needs. One-on-one interactions

with a Medical Librarian give the resident personalized instruction targeted to his/her informatics needs. This also gives the Librarian an opportunity to observe improvement of the TR's searching techniques.

Collection Management and Access Issues Concerning Licensed Handheld Computer Resources

Cate Canevari, MLS, **John D. Jones, Jr.**, MSIS, **Jean Shipman**, Director, **Barbara Wright**, MLS, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University, Richmond, VA

Many health science libraries have recognized that more users are incorporating handheld computers into their daily work routines. As a result, libraries are offering training, developing abbreviated versions of their web sites, creating and maintaining resource guides, leading discussion and usergroups on this topic, and providing other PDA and handheld computing support. Helping to organize available information on this new platform and providing leadership in discussions regarding these devices are areas where libraries can and should be involved. The arenas of collection development and access are additional areas of library management where there is also a need for discussion and leadership. Vendors that many health science libraries already work with are beginning to make their products available for handheld computers. A number of questions arise when trying to coordinate efforts to license handheld versions of products and when considering how to maximize access to these licensed resources. This poster discusses the efforts of VCU Libraries to identify, acquire, and provide access to licensed handheld computer resources.

Real Time Testing of First Year Medical Students

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www.gwumc.edu/library/posters

For the past four years, The George Washington University School of Medicine has instituted a component of the Practice of Medicine (POM) course entitled Problem Based Learning (PBL). As an extension of the first and second year program, students are assigned a Library Liaison to work with the physician tutor and the PBL group to provide students with Medical Informatics instruction. The intent of the liaison program is to teach Medical Informatics skills such as medical database searching, resource evaluation, electronic resource use, ethics and copyright and using the Internet to find quality clinical information. The goal of the PBL course is to develop life long learning skills. As part of the program, the library was asked to organize and monitor the administration of a real time examination. The objective of this exam was to assess the student's ability to access current clinical information using electronic resources and to apply that information to a theoretical case, all within a limited time period. The timed examination

scenario was created to permit the student to demonstrate his or her ability to utilize medical informatics skills in clinical practice. The poster will illustrate the organization and administration of the examination. It will discuss student response to this examination format, the successes in administering this type of examination and the lessons learned by the librarians and the PBL course directors.

Tablet PCs – the next PDA?

Karen Crowell, Health Informatics Fellow, **Jennifer Curasi**, Computer Consultant, **Wallace McLendon**, Associate Director, Health Sciences Library, UNC-Chapel Hill, Chapel Hill, NC
Paul Dunn, Clinical Associate Professor Family Medicine UNC-Chapel Hill, Chapel Hill, NC

This poster will be divided into three sections: section 1 will depict the evolution of handheld devices in healthcare, section 2 will include a chart comparing PDA and Tablet PC capabilities, and section 3 will summarize an assessment of Family Practice Center clinicians use and attitudes toward PDAs and Tablet PCs. The survey will be designed to reveal information access differences in the two devices.

Within the Division of Health Affairs, our Health Sciences Library has taken an active role in PDA promotion and consulting. We have conducted usage surveys, taught classes on PDAs and content resources, consulted with various health science departments, sponsored forums, and held a mobile technology fair. In assessing our own PDA involvement, we've concluded that our being on the leading edge of mobile technology has opened doors for us in Health Affairs as well as bolstered our technology reputation. We've also concluded that this activity has brought us one step closer to providing information at the point of care. The recent introduction of Tablet PCs in our health affairs environment renews our commitment to early involvement in learning about a technology that may re-shape our information delivery.

Our Family Practice Center has recently experimented with ViewSonic Tablet PCs. We have interacted with clinicians at our Family Practice Center and representatives from ViewSonic. Our Family Practice Center has shared insights into the value of PDAs and Tablet PCs as both clinical and information tools. ViewSonic is interested in working with our library to explore our role in adding information value to this new technology. We will bring information from Family Practice Center participants, vendors (they have agreed to loan us units for demonstration at this poster session), and our librarians who will relate our PDA experience to preparing for the emergence of Tablet PCs.

Celebrating MAC's 50th: Reflections on Virginia's Participation in the Mid-Atlantic Chapter of MLA

John D Jones Jr., Education Librarian, and **Jodi L. Koste**, Archivist, Tompkins-McCaw Library, Virginia Commonwealth University, Richmond VA

Did those medical librarians who gathered for the first time to discuss the problems they faced and solutions they discovered, have any idea of where it would all lead? Are we thinking about the future or do we have our heads buried in the sands of the present? Have we learned from the past? Are we doomed to repeat ourselves? Do we face the same issues today as our predecessors? What future does the past portray? During our golden anniversary it is appropriate to reflect on those who have come before and the contributions they have made to help us determine our future course. This poster will examine the thematic content of MAC meetings in Virginia and the roles and responsibilities Virginia health sciences librarians have assumed to support the growth and development of our regional professional organization.

Access to Healthcare Resources for PDAs

Cindy Sheffield, MLS, MBA, Education Librarian, **Kathy Hackett**, MBA, Training Program Manager, and **Jayne Campbell**, MLS, Associate Director for Education and Information Resources Welch Medical Library, The Johns Hopkins Medical Institutions, Baltimore, MD
www.welch.jhu.edu/about/presentations.html

This poster will explore the inroads that have been made as well as some of the ongoing barriers regarding health care resources using a Personal Digital Assistant (PDA). PDA technology and software development has remarkably improved in recent years. We will review the use of PDA technology at the Johns Hopkins Medical Institutions, and report on a) who is using a PDA; b) what applications are used; and c) why a particular application or resource was selected. We will also review some of the existing and emerging PDA products for health care information resources and evaluate their functionality for health care professionals.

E-Journals – Toward Expanded Access and Efficient Data Tracking

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www.gwumc.edu/library/posters

As access to electronic journals proliferated on the World Wide Web and patron demand for full-text access increased, librarians attempted to provide links to available resources via static web pages. However, tracking title availability, permissions, web addresses, and access methods to maintain an accurate list of links quickly became a cumbersome task. To better manage

electronic access to full-text electronic journals and to increase access for patrons, librarians participated in an inter-departmental collaboration on the design, development, and maintenance of an electronic journals database. The collaboration included the design and construction of a Microsoft Access database and ColdFusion interface to manage information and generate dynamic web pages. The project also included writing a collection development policy and creating useful reporting documents. As the E-Journals project evolved, librarians made decisions regarding adding and maintaining electronic holdings information for individual titles and access options, accurately describing and linking to journal aggregators, and enhancing the interface design for increased speed and flexibility. Since the project's debut eighteen months ago, the Library has increased its access to full-text electronic journals titles from approximately 100 to more than 700 titles. Patron feedback on this project has been very positive.

SACS Appeal: The Virtual Library at East Carolina University

Kathy Cable, Jeff Coghill, and **Beth Ketterman,** William E. Laupus Health Science Library, East Carolina University, Greenville, NC

The Southern Association of Colleges and Schools (SACS) visited East Carolina University March 24-27, 2002. In its report on the school, the Virtual Library at ECU (VL@ECU), the product of the first collaboration between Joyner Academic Library and the Health Sciences Library, received the only commendation by SACS.

The goal of the VL@ECU is to meet the digital information needs of the ECU community through ongoing cooperation in selecting, licensing, purchasing, evaluating and providing access to web-based resources. This information sharing furthers the cooperation between the two libraries.

This poster will illustrate the history of collaboration, from inception through present day, between the two libraries in establishing the Virtual Library.

Double Agents –Three Years into a Mission to Move Liaison Librarians off of the Reference Desk and into the Action

Roger Russell, Outreach Librarian, and **Beth Ketterman**, Nursing Liaison, W.E. Laupus Library, East Carolina University, Greenville, NC

W.E. Laupus Library at ECU initiated a liaison program in Fall 1998. This program was designed to provide targeted library services building relationships between faculty, clinicians, students and residents, and their assigned library liaison. The liaison model librarians spend less time in the HSL and more time out in their departments around campus. With the physical geography of ECU's campus, changing patterns in the way users access the library, and an anticipated increase of DE courses, this focus on outreach allows the liaisons to reach more of the user population than if they remained in the library 40 hours per week. Time spent outside the library and away from the desk has also not compromised service but rather expanded it. This

poster will illustrate the methods by which such a shift in the work paradigm was accomplished at ECU.

Some of the ways the library has changed to accommodate liaison schedules include creating a single-point-of-service desk, cross training staff in basic reference functions, and adding a night librarian. Liaisons reach these patrons with orientation classes, newsletters, serving on curriculum committees, making use of departmental listservs, and with the aid of technologies like PDAs, laptops, and an e-reference account.

Re-examination of Matrix Management in Libraries

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www.hsc.wvu.edu/library/posters/list.htm

Matrix Management eliminates middle managers by implementing cross-functional teams led by coordinators at the same level. While some libraries have implemented coordinators and cross-functional teams, are these changes effective and efficient over the long-term? What factors should libraries consider before implementation or continuation of matrix management?

Challenges to the adoption or continuation of matrix management include turf battles, perceptions of multiple reporting structures, increased workload, overlapping responsibilities, shifting priorities, departure of employees, lack of predictability, limited empowerment of teams, proliferating channels of communication, meetings that accomplish little, delay, loss of accountability, and changes in management and organizational goals. Explore factors that facilitate matrix management such as successful project completion, employee buy-in, flexibility, cooperation, smaller teams, and delegation of decision-making by upper management.

The Changing Face of Reference

Tina Otter, MLIS, Reference Librarian, Welch Medical Library, Johns Hopkins University, Baltimore, MD
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This poster presentation addresses the primary concerns of virtual reference patrons of The Welch Medical Library at Johns Hopkins University. As Welch Library has increased the number of electronic information sources and services available to its patrons, they have become better able to meet their information needs virtually. Technology has facilitated this convenient access to information for users, but with this, the need for virtual reference service has significantly increased. A major part of our virtual reference service deals with accessing electronic resources, from "how to I access?" questions to troubleshooting journal and database access barriers and technical problems. This poster will demonstrate this point with an analysis of the questions received at the Welch Virtual Reference Desk.

Interactive Web Resource for Scientific and Scholarly Authors: An Opportunity to Shape the Publication and Use of Intellectual Property

Kathleen Burr Oliver, MSLS, MPH, Associate Director for Communication and Liaison Services, **Brian Brown,** Communications Librarian, **Caroline Zambrowicz,** Senior Programmer and Analyst Welch Medical Library, Johns Hopkins University, Baltimore, MD
www.welch.jhu.edu/about/presentations.html

The emerging electronic publishing environment creates new opportunities for scholars, scientists and universities to shape the publication and use of their intellectual property. Johns Hopkins libraries are currently working to heighten faculty awareness of publishing choices and the necessity to specifically negotiate with publishers for the right to share their scholarship on their web sites, and to distribute it for educational purposes. The University libraries are engaged in developing strategies to this end. In an effort to support and inform scholars of their publication choices, Johns Hopkins University libraries have developed an interactive web resource for authors. Using an oracle database and ColdFusion software, this resource draws, initially, from the Welch Medical Library's database of electronic resources, ISI's citation reports (JCR) and library licensing costs, to offer authors data on impact factor, publisher, cost rank and other relevant information for the top science journals. The web-based chart permits authors to view journal data by discipline. Moreover, the resource will offer authors a mechanism to post comments on their publishing experience for review by colleagues. The comment mechanism is structured to offer elective anonymity, ensure authenticity, and elicit information from authors on their experience in securing from publishers the right to share their scholarly work with colleagues and students. This poster presentation will describe the development of the resource, strategies to publicize it, and offer preliminary results of its use by Johns Hopkins authors.

FOCUS pdca and UpToDate

Deniz Ender, Rex Healthcare Library, Raleigh, NC

FOCUS pdca is one of the basic performance improvement methods. This poster will explain what FOCUS pdca means and how it can be applied in a healthcare library setting.

FOCUS is an acronym for:
F: find a process to improve
O: organize an effort to work on improvement
C: clarify current knowledge of the process
U: understand process variation and capability
S: select and test changes aimed at improvement

pdca is an acronym for PLAN, DO, CHECK, and ACT.

At Rex Healthcare Library FOCUS pdca method was used when the new "UpToDate" database was purchased. The stakeholders are: Rex Library, patients, physicians, physician assistants, and nurse practitioners.

FOCUS pdca performance improvement tool can be implied in many other projects in a library setting. This is also a great project management tool.